

## **REMARKS**

### I. Summary of Office Action

Claims 1-3, 5, 6, 8-14, 16, 17, 20-23, 25, 26, 28-34, 36, 37, 40-43, 45-51, 53, 54, 57-61, 63, 64, 66-72, 74, 75, 78-81, 83, 84, 86-92, 94, 95, 98-101, 103-109, 111, 112, 115-119, 121, 122, 124-130, 132, 133, 136-139, 141, 142, 144-150, 152, 153, 156-159, 161-167, 169, 170, 173 and 174 were rejected under 35 U.S.C. § 103(a) as being obvious from Shimada et al. U.S. Patent No. 6,396,919 (hereinafter "Shimada") and Simon U.S. Patent No. 6,974,078 (hereinafter "Simon").

Claims 4, 7, 15, 18, 19, 24, 27, 35, 38, 39, 44, 52, 55, 56, 62, 65, 73, 76, 77, 82, 85, 96, 97, 102, 110, 113, 114, 120, 123, 131, 134, 135, 140, 143, 151, 154, 155, 160, 168, 171 and 172 were rejected under 35 U.S.C. § 103(a) as being obvious from Shimada.

### II. Summary of Applicant's Reply

Applicant has herewith amended independent claims 1, 59, and 117. The claim amendments are supported by the application as filed and therefore do not add new matter.

The Examiner's rejections are respectfully traversed.

### III. Applicant's Reply

Applicant's independent claims 1, 59, and 177, as amended, are generally directed to methods and systems for handling transactions. At least one available transaction is

registered, where the at least one available transaction is associated with at least one vendor. A transaction code is assigned to the at least one available transaction. The transaction code is publicized with an access identifier separately from a communication where the transaction code is accepted. For example, the access identifier may include a telephone number. At least one user is registered where registering includes recording shipping information and payment information from each user. A personal identification code is assigned to each user. An aural communication addressed to the access identifier and including at least one of the personal identification code and the transaction code are automatically accepted. The at least one available transaction is arranged to be completed for the at least one user, including arranging to have payment collected based on the recorded payment information and sending the at least one vendor a transaction order including the recorded shipping information.

Shimada relates to a telephone transaction support system and is described specifically in relation to banking transactions handled over telephones. When a customer of Shimada's system calls the telephone transaction support system, the customer is connected to a voice response unit that prompts the user to execute a transaction. See Shimada, col. 10, ll. 54-62. Shimada does not explicitly state where the customer learns of the transaction codes used to execute a transaction. It seems to imply that, similar to many other telephone transaction systems, that voice prompts provide the transaction codes. *Id.*

In Simon, a communication device may read a product identifier from a product label or advertisement. This identifier may then be sent over a communication link to query various databases for information related to the product. See Simon, Abstract and col. 4, ll. 11-39.

Neither Simon nor Shimada, alone or in combination, show or suggest a transaction code publicized with an access identifier (e.g., a telephone number). As noted in applicant's specification, transaction codes and access identifiers may be publicized in various sources, such as in newspapers, magazines, public signs, television screens or other visual presentations. The user may use these transaction codes and access identifiers to complete any suitable transaction. See specification, page 10, lines 5-19. The publication of these transaction codes and access identifiers, and thus the way the user learns of these transaction codes and access identifiers, are notably separate from the transaction handling process. For example, as shown in FIG. 6 of the specification, a transaction code may be publicized with an access identifier (e.g., a telephone number) in an advertisement. The user may then address an aural communication to this access identifier in order to complete a transaction. As shown in FIG. 6, the user may dial the telephone number publicized with the transaction code in order to purchase the watch shown in the advertisement. The user may also dial the same (or a different) telephone number in order to receive a catalog from the vendor associated with the watch.

Moreover, each of applicant's independent claims 1, 59, and 177 has been amended to recite that a transaction

order including recorded shipping information is sent to at least one vendor associated with the transaction. Because Shimada primarily contemplates banking transactions, no shipping information is ever recorded for the customers using Shimada's transaction support system. Because Simon is mainly concerned with querying information from various databases, Simon also does not need or record shipping information from a user. As such, neither Simon nor Shimada show or suggest applicant's claimed approach.

For at least the foregoing reasons, applicant submits that independent claims 1, 59 and 117 are allowable over Shimada and Simon. Each of dependent claims 2-58, 60-116, and 118-174 is allowable for at least the same reasons. Applicant respectfully requests, therefore, that the 35 U.S.C. § 103(a) rejections be withdrawn.

#### IV. Conclusion

The foregoing demonstrates that claims 1-174 are allowable. This application is therefore in condition for allowance.

Accordingly, reconsideration and prompt allowance  
are respectfully requested.

Respectfully submitted,

/Brian E. Mack/

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